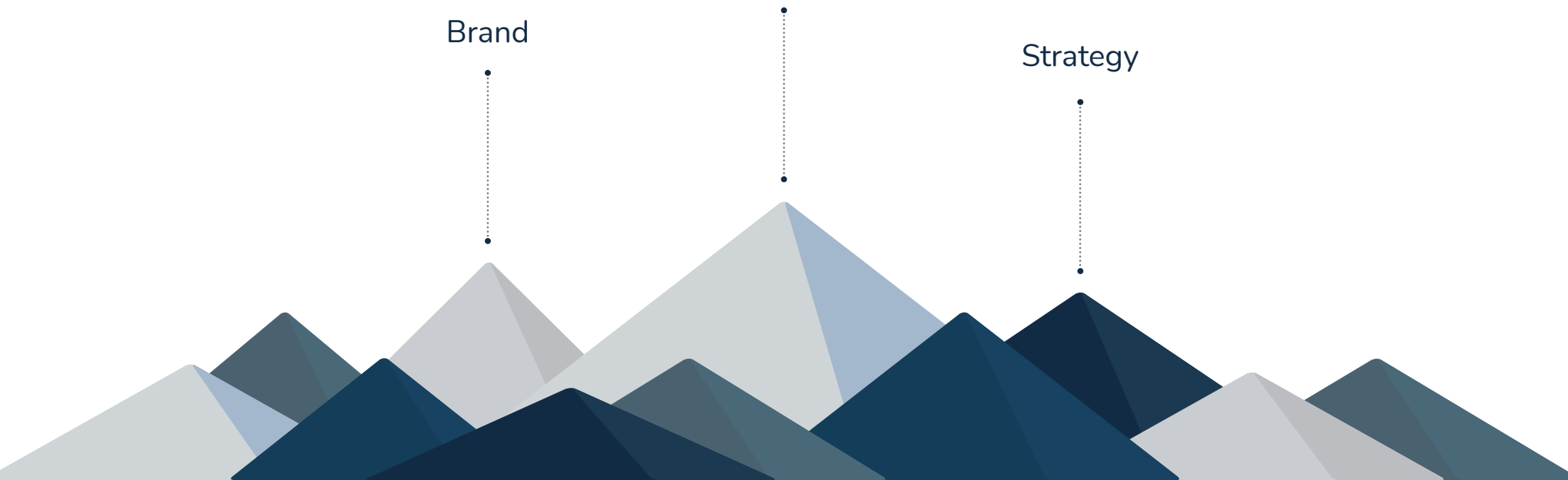


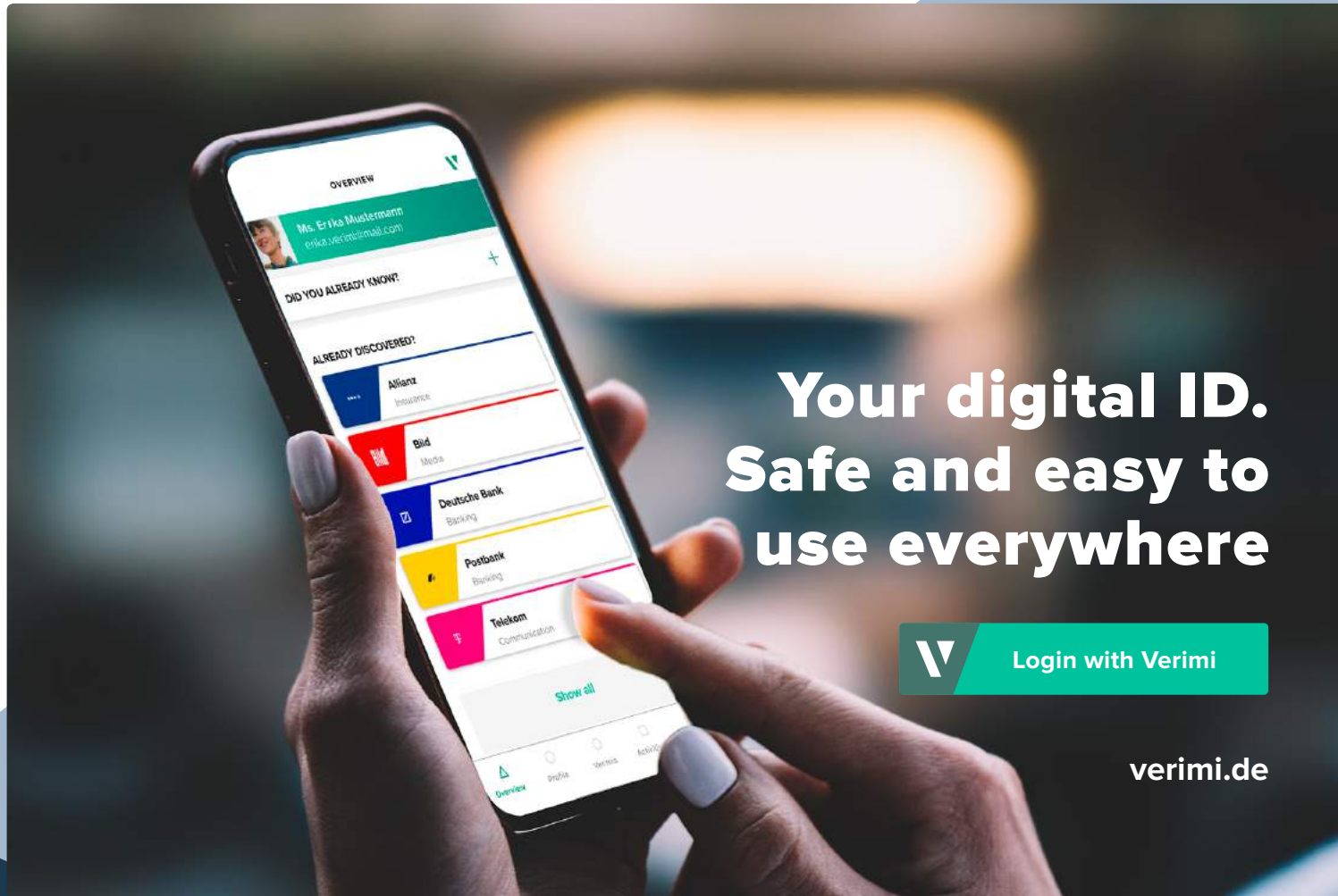
Selected Work

UX/UI

Brand

Strategy

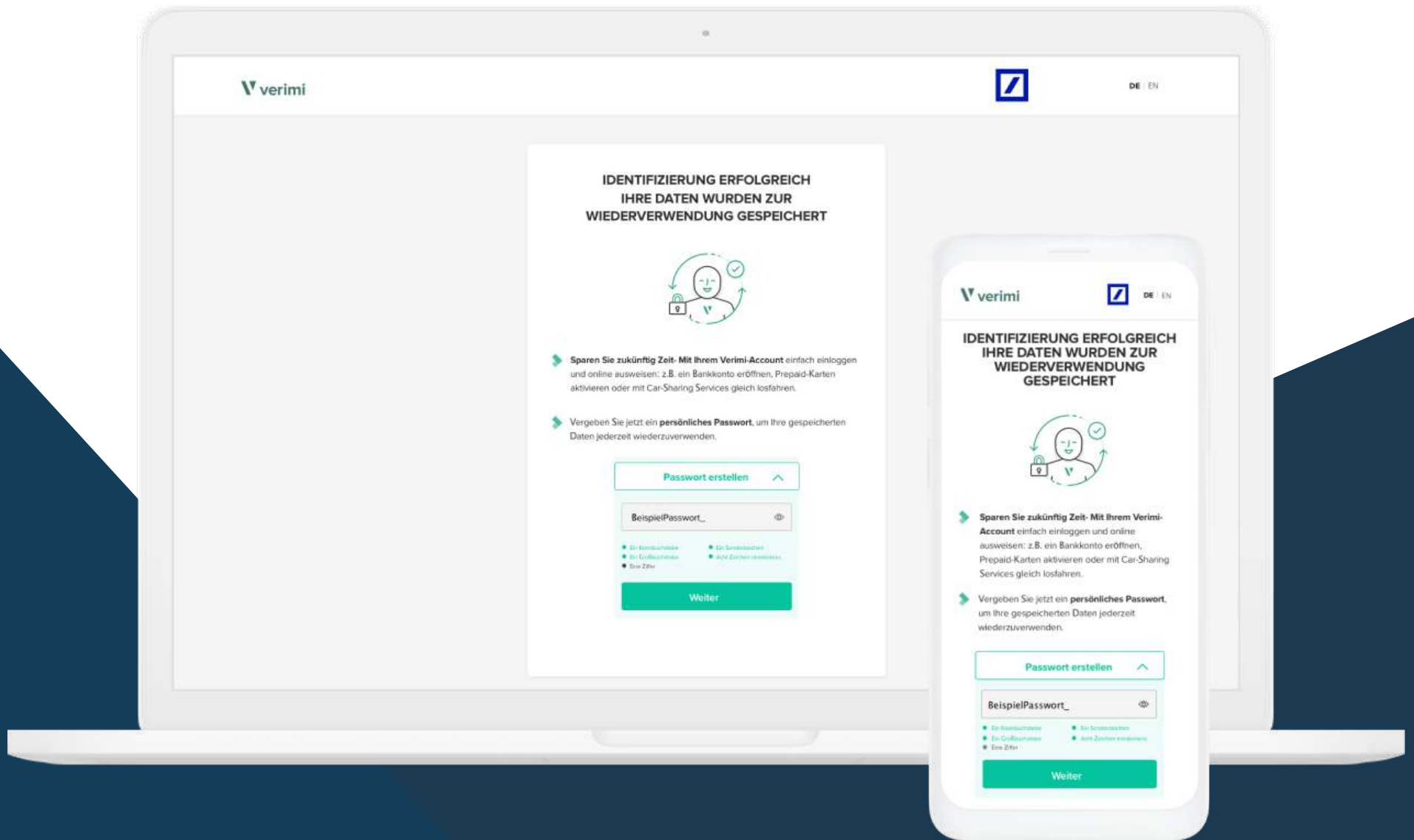




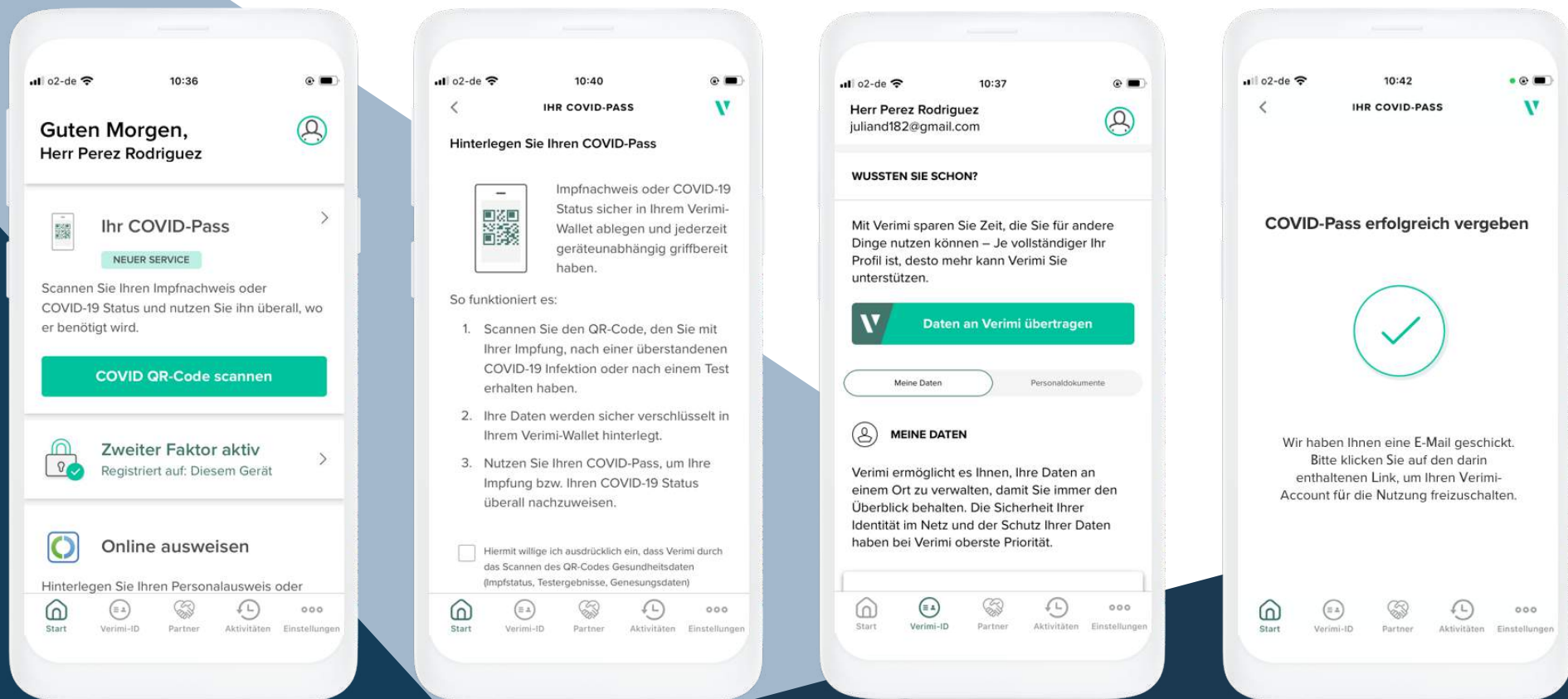
Verimi UX / UI - Brand

Verimi develops **solutions for the digital identity management** of the future. My contribution focuses on developing end-to-end products and transform user's needs into design proposals that keep technical and business goals in balance.

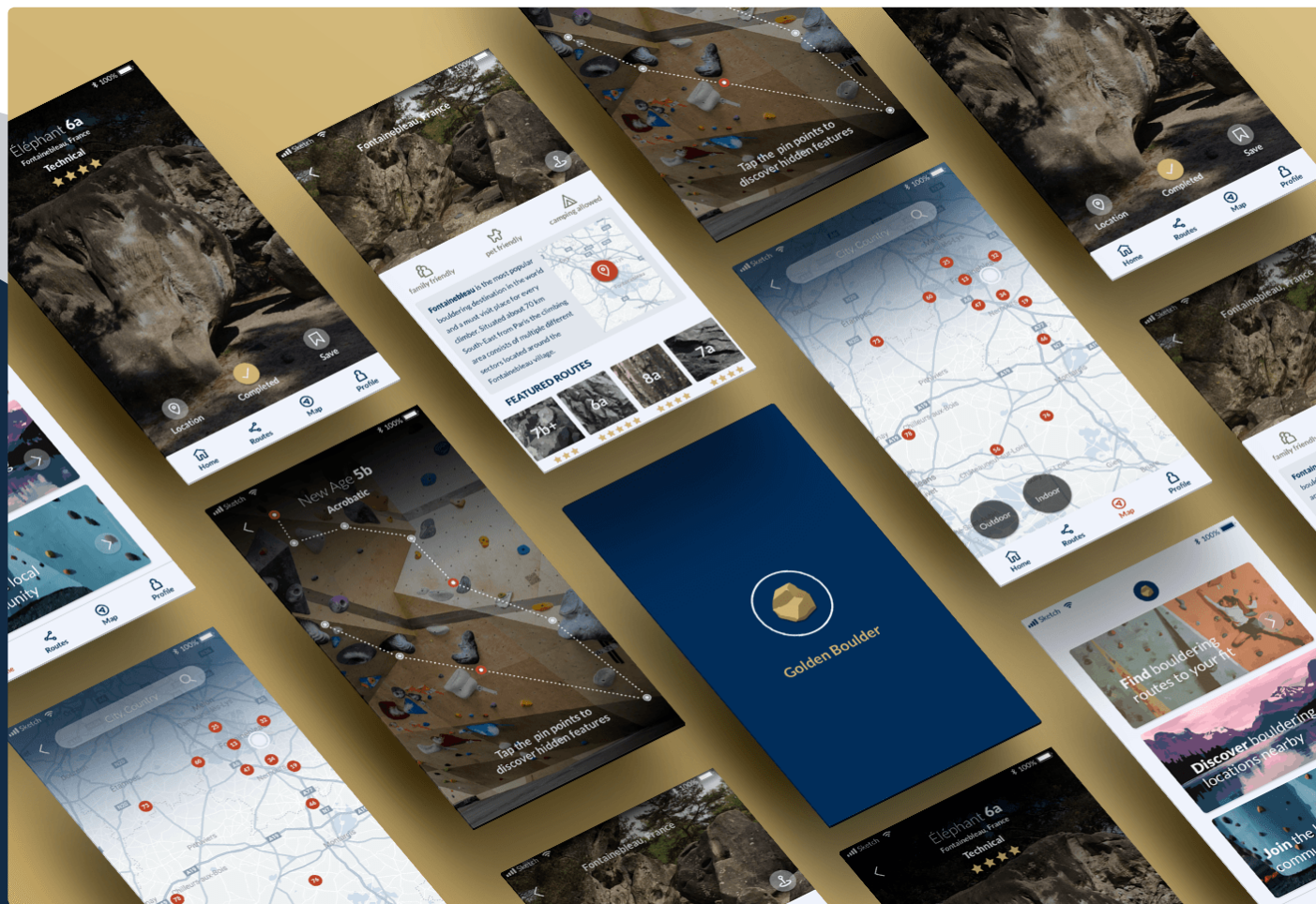
Year **2020** . Location **Berlin, Germany** . Software **Figma, Sketch, Adobe CC, Notion** . Role **Product (UX/UI) & Brand Designer**



Design of a **B2B in-line flow** that enables users to safely store, and re-use personal data in several digital services.



Design of the Verimi **COVID-PASS** feature.

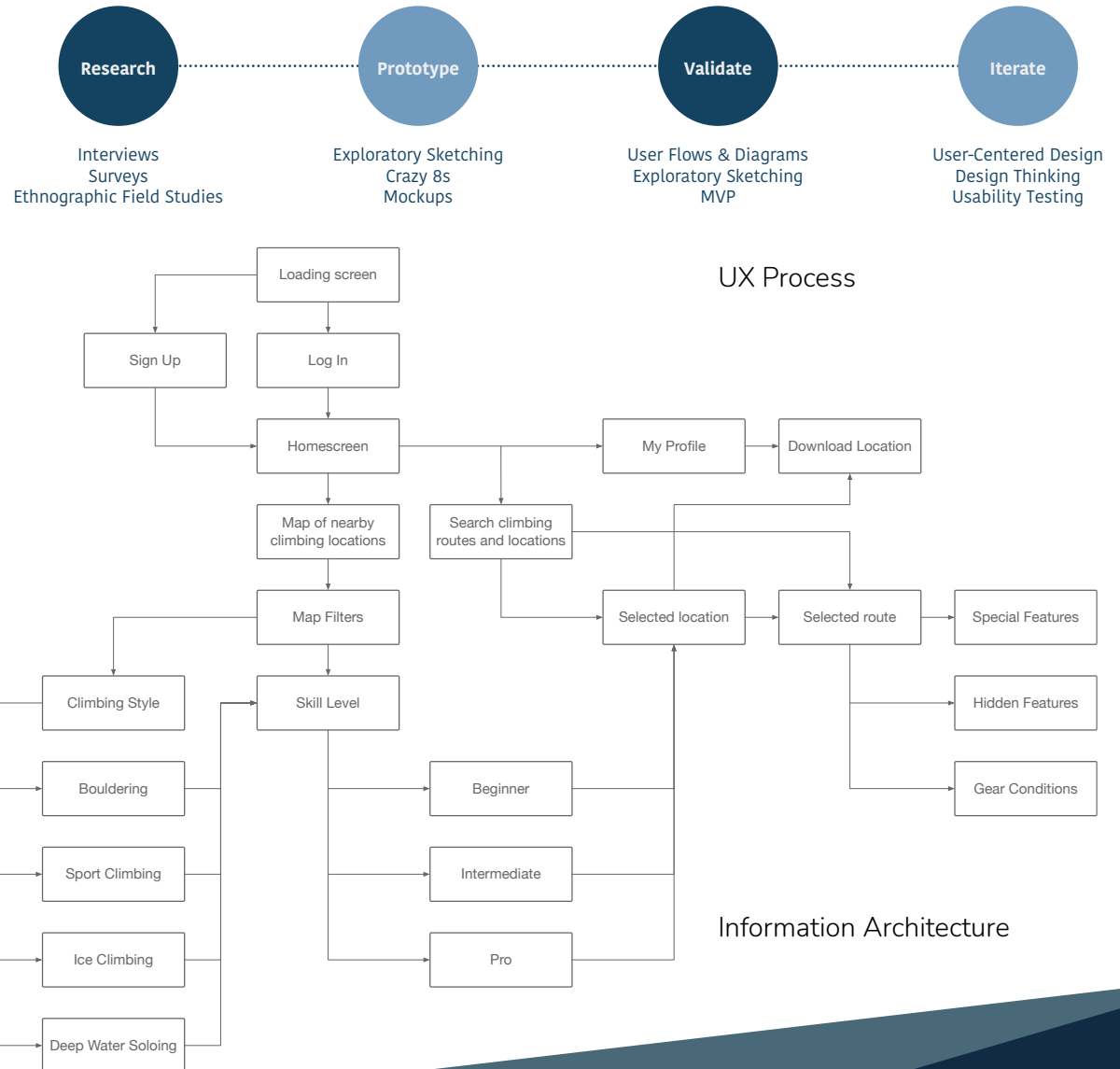
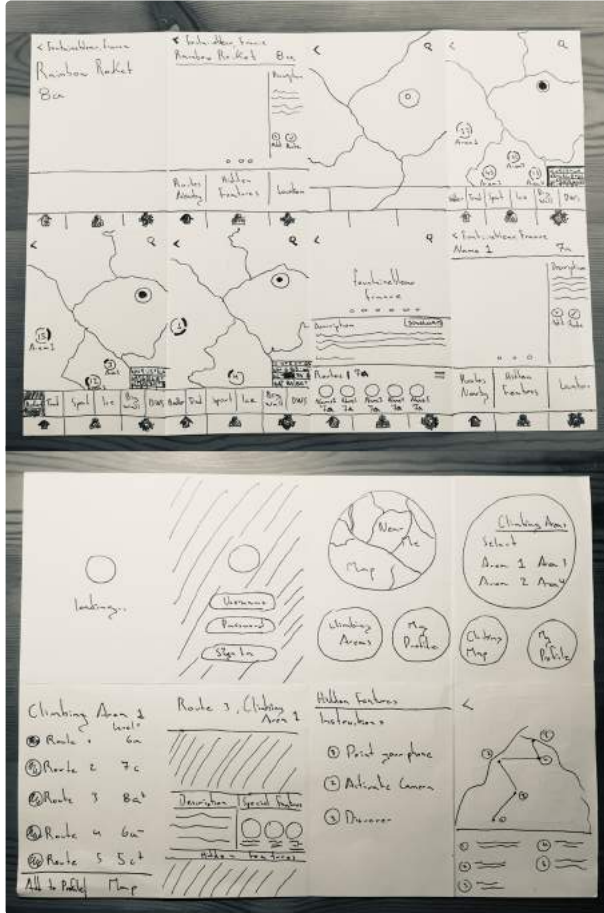


Golden Boulder UX / UI / AR Concept

Golden Boulder is a position-based application, that enables climbers to find outdoor and indoor locations. Hidden parts of the routes are made visible with Mixed Reality. I created the concept, and crafted the complete user experience, based on user testing.

Personal Project at **CareerFoundry** . Year **2019** . Location **Berlin, Germany** . Role **UX/UI** . Software **Sketch, Figma, InVision**

Initial Sketches





Daniel

Age: 31 years old

Job: Landscape Architect

Status: Single

Location: Toulouse, France

assertive

nonconformist

achiever

Bio

From skateboarding in his teenage years to playing guitar at punk rock band, Alex is constantly looking for new identities and activities. As a landscape architect, he developed an eye for detail and a structured mindset. This is reflected in his climbing. He enjoys regular trips in the openness of nature and goes bouldering because it is a good way to stay active and be disconnected from the urban environment. For him, the most exciting thing is touching rock for the first time.

Motivation

"I would like to discover routes with personality. To connect with the character of the route instead of having complete information about specific moves. Nature has emotions and I want to experience a bond when climbing. If the route has a funny or a dramatic description, I would definitely go for it!"

Goals

- Learn more about the use of climbing gear
- Drive as much as possible with his new van
- Discover training tips to upgrade his skills

Personality



Frustrations

- Suffers from shoulder pain
- Wants to track his progress but doesn't know how
- Weather is constantly bad for his chosen locations

Brands

- Urban Sports Club
- Runtastic
- Strava
- The North Face



Isabel

Age: 24 years old

Job: Online Marketing Strategist

Status: Single

Location: Madrid, Spain

audacious

resourceful

eccentric

Bio

Isabel discovered climbing through films, books, and magazines. During a long time, she was obsessed with mountain literature and especially the book: The Call of the Wild from Jack London. For her, climbing is an introspective sport and a personal journey to discover her limits. She always tries to find connections between technology and nature. A gadget connoisseur, she always gives his friends input about the best climbing shoes, the most comfortable harness, the most reliable rope, and the lightest carabiners.

Motivation

"In my home country there is not a climbing culture but I was always intrigued by the adventures in the wild. I found a connection with nature at home with books and films. Now that I moved to the south of Spain, I am quite active outdoors. I believe that nature can be enjoyed digitally and that's why I try to learn as much as I can from content online".

Goals

- Be more flexible
- Create her own training routines
- Travel the world

Personality



Frustrations

- Hasn't found a reliable partner
- It's difficult to decide on climbing or writing
- Not enough money to live only from climbing

Brands

- Canon
- Adidas
- Garmin
- My climb
- LaSportiva



Marcus

Age: 34 years old

Job: Teacher

Status: Married

Location: Stuttgart, Germany

conscious

balanced

focused

Bio

Marcus discovered climbing thanks to his wife. She is a yoga teacher and many of her students recommended it. He enjoys the fact that with his body, he is able to solve problems which require creativity as well as physical and mental strength. He likes thinking and spending a long time resolving a route. A closeness with nature and a spiritual connection is important. For these reasons, he wants to have information about the environment, the type of rock, plant/animal species and overall sustainable tips to reduce human impact on the climbing grounds.

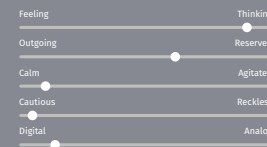
Motivation

"I want to live a balanced life and constantly improve my relationships with people and the environment. For me is climbing is a nice way to approach nature, discipline, and technique. I don't want to climb hard but better. Not to risk but rather be in control of the situation".

Goals

- Safety and technical challenges
- Practice a sustainable climbing
- Teach his children how to climb

Personality

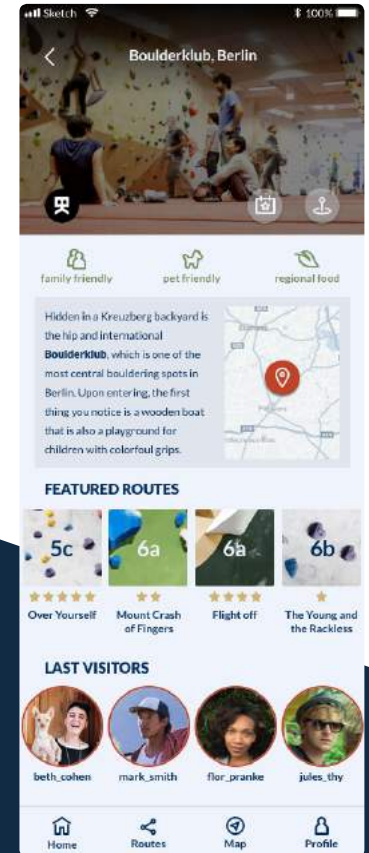


Frustrations

- Sometimes he thinks is too risky
- False information about the status of a route
- Too much thinking and giving up easily on a route

Brands

- Patagonia
- Black Diamond
- Daily Dozen
- Evolv



Screenflow that showcases the process of **finding an indoor route** and the **discovery of hidden features**.



Nobel Museum UI & Exhibition Graphics

This exhibition presents the work of Nobel Prize Laureates, and their world-changing ideas. For this project, I created user interfaces for several multitouch screens, wireframes, storyboards, infographics, prototypes, user journeys and brand guidelines.

Client **Nobel Museum Stockholm** . Year **2018** . Location **Dubai** . Role **UI, Brand** . Software **InDesign, Illustrator, Photoshop, Sketch**



العناصر ELEMENTS

مُرّ بتلك العالم؟ في الكيمياء توجد أنواع مختلفة من المُرّات والعناصر والكل البنية الأساسية. بعض هذه العناصر معروف وشائع لكن بعضها الآخر غريب. تختلف خواص العناصر حسب اختلاف أنواعها. لكن يمكن ترتيبها ضمن مجموعات ذات سمات متشابهة. لنجد كيف يمكن الجمع بينها وغير ذلك من الأمور.

في هذا الجزء من المعرض يمكنكم استكشاف الجدول الدوري للعناصر وتعرفوا خواصها المختلفة. كما يمكنكم مشاهدة فيلم عن العالمة مارين كوري التي فازت بجائزة نوبل بعد اكتشافها عنصرين لم يكونا معروفين حينذاك هما الراديوم والبولونيوم. يمكنكم أيضاً في هذا القسم التعرف إلى اللّذين أُخبرن بجائزة نوبل عن اكتشافات لها علاقة بالعناصر.

What is the world made of? In chemistry, there are different kinds of atoms, elements, fundamental building blocks. Some elements are common and others are unusual. They all have different properties, but can be arranged into groups with similar characteristics that determine how they can be combined with each other, among other things.

In this part of the exhibition, you can explore the periodic table of elements and learn something about the different properties of elements. You can watch a film about Marie Curie, who won the Nobel Prize for the discovery of two previously unknown elements, radium and polonium. You can also find out more about other Nobel Laureates who have made discoveries that are related to elements.



ربط العناصر CONNECTING THE ELEMENTS

يرتبط كل عنصر من العناصر الكيميائية بعنصر آخر

Please click on the elements of the periodic table to display a description for about 3000



المقدمة INTRODUCTION

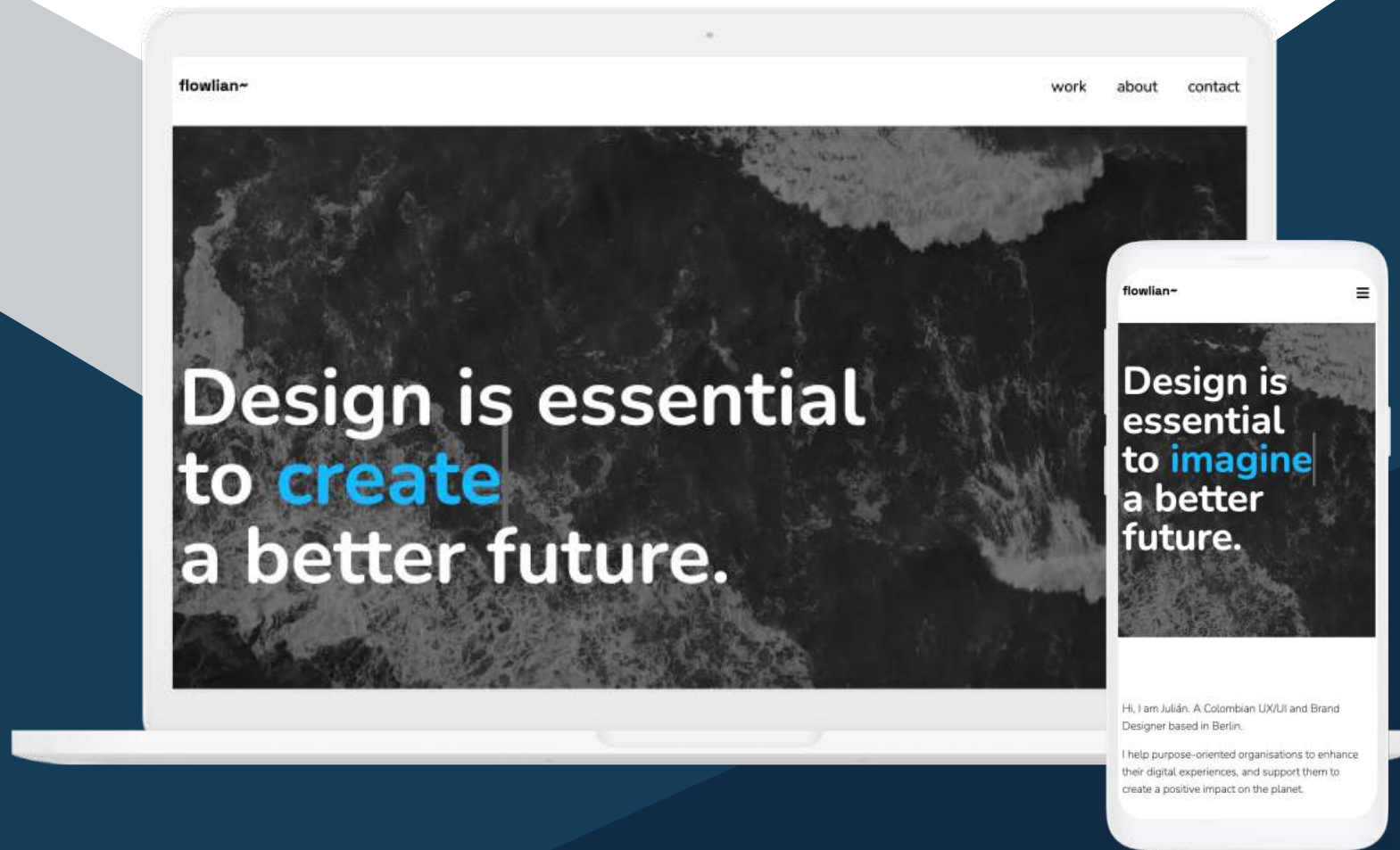
العنصر هو المادة التي تتكون من ذرات متشابهة. كل عنصر له خواصه الفيزيائية والكيميائية الخاصة به. يمكن ترتيب العناصر في الجدول الدوري بناءً على خواصها. هذا الجدول هو الأساس لفهم الكيمياء. يمكنك التعرف على العناصر من خلال هذا الجدول.

The periodic table is a tabular arrangement of the chemical elements, ordered by their atomic number, electron configuration, and recurring chemical properties. The periodic table is a fundamental tool in chemistry, and it is used to predict the properties of elements and to understand the behavior of matter.





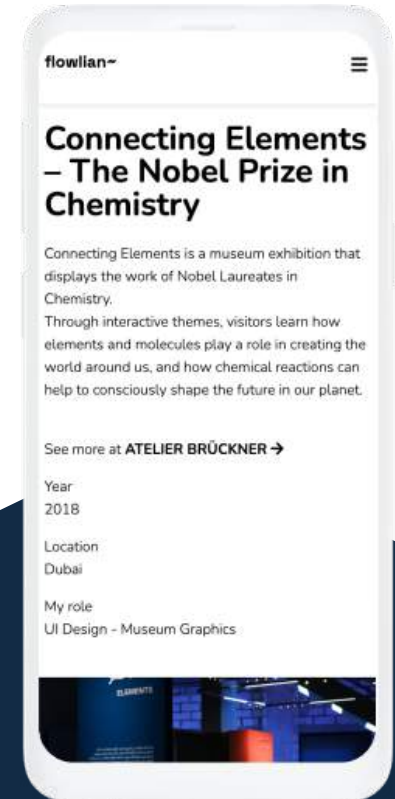
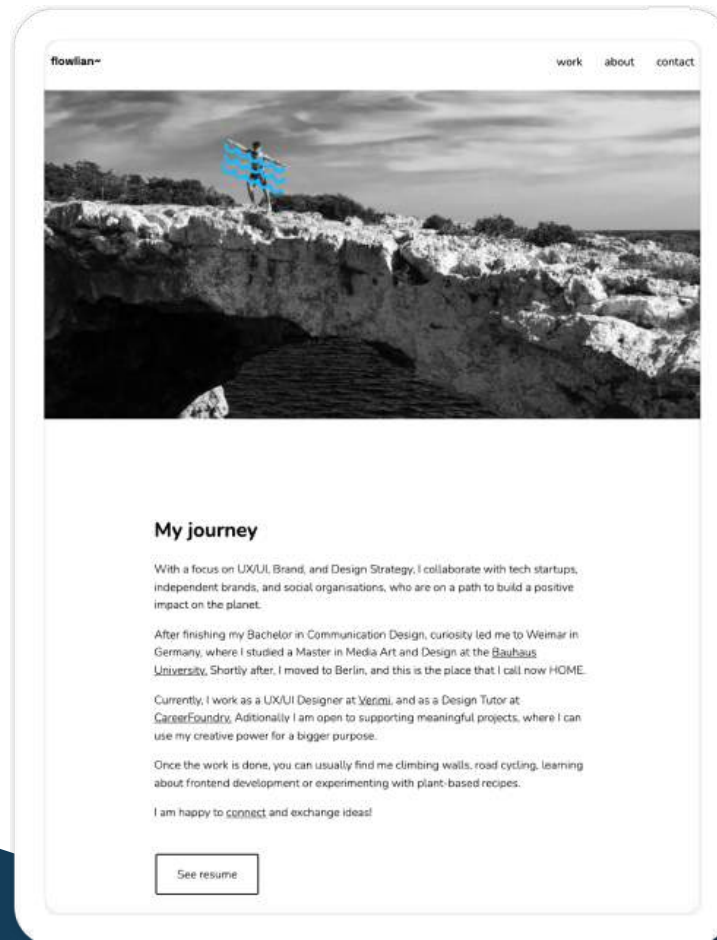
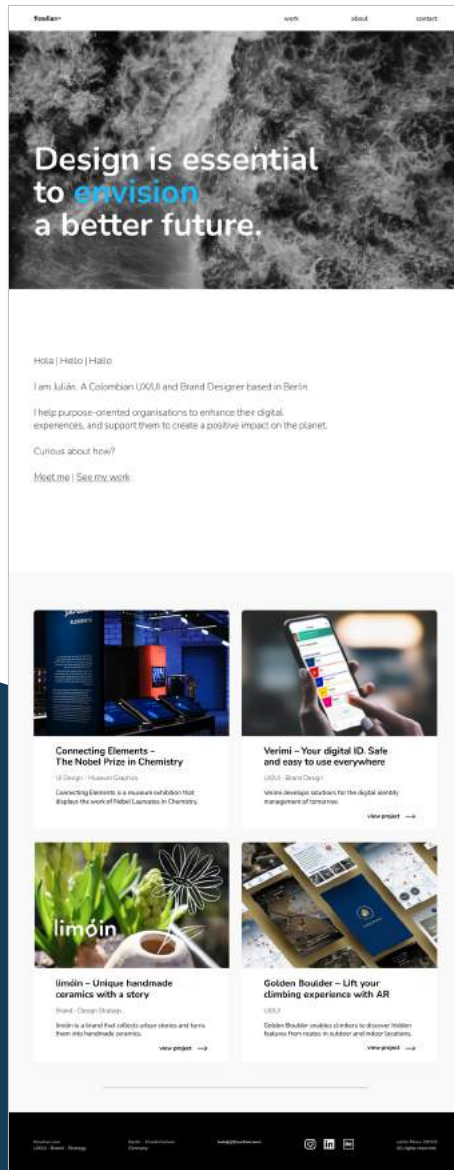




Portfolio Website Design & Frontend

Currently I am creating my portfolio website in code from scratch. The motivation to do this, is to improve my team workflow with software engineers and to showcase my work for a stronger online presence.

Personal Project at **CareerFoundry** . Year **2021** . Location **Berlin, Germany** . Role **UX/UI, Frontend** . Software **Figma, HTML, CSS, JS**



Go to website

See case study

Thanks for watching

If you would like to know more about
myself or my work, please contact me at

juliand182@gmail.com

+49 176 314 70 193

